

Record of Board Meeting #2017-02 on February, 27, 2018

Theme: "Planning for Giving Campaign"

VENUE:	Bowen Lodge (Boardroom)	PARTICIPANTS:	NOT ABLE TO ATTEND:
DURATION:	7:00 – 9:15pm	1) Neil Boyd	8) Michael Cornelissen
CHAIR:	Soren Hammerberg	2) Henry Campbell	9) Joanne Gassman
RECORDER:	Henry Campbell	3) Holly Graff	10) Jennifer Hall
		4) Soren Hammerberg	11) Julia McCaig
		5) Sheree Johnson	12) Jennifer Pardee
		6) Larry Lunn	13) Kim Stephens
		7) David Podmore	

TOPIC		DISCUSSION HIGHLIGHTS / DIRECTION & DECISIONS	ACTIONS
	Quorum & Agenda	<p>Quorum declared by Soren.</p> <p>MOTION to approve Agenda and MOTION to approve Record of Meeting of January 23, 2018</p> <p>MOVED by Soren SECONDED by Dave</p>	
1	Electronic Decisions	<p>Recording of Electronic Decisions:</p> <p>Decision #2018-06: (e) "BE IT RESOLVED that the budget for 2018 from the Community Impact Fund be set at \$37,500, amending the initial resolution for \$35,000 approved by the Board electronically January 10, 2018".</p>	
2	Helping Hand	<p>Discussion of revised Terms of Reference:</p> <p>Update from Larry:</p> <ul style="list-style-type: none"> • Wrote up terms of reference for HH fund, sent back to Michael Blatchford (MB). MB: language was not strong enough or clear enough. BICF Board has to be in CONTROL of distribution of funds. Language is now STRONGER. • Larry cannot be non-voting on committee. Everything HH does is a referral and a recommendation. We decide. • It is a concern as they are an independent group. How will they react to our increased influence? • Also includes who is on the committee. • Anonymity will be preserved, Larry will advise us of 	

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		<p>general facts.</p> <p>Decision #2018-07: (e) "BE IT RESOLVED that the Revised Terms of Reference for the Helping Hand Committee be approved by the Board."</p> <p>MOVED by Neil, SECONDED by Soren</p>	
3	Governance Committee	<p>Revised Constitution & Bylaws</p> <p>Discussion point: Review of revised Constitution and Bylaws, their evolution and most significant changes.</p> <p>Henry: summarizes the new bylaws and changes. Larry: discussing policies. Larry: to discuss finance committee w/ Michael Dave: Committees do not ALL have to be directors. Can seek outside help. Soren: STRATEGIC PLAN discussion. Many of these goals are in a 12-24 month time frame. Dave is assuming chair of that committee. Many committees will end up working in concert with each other. Process is helpful and a useful synopsis. Discussing broad strokes strategic plans. Do we select a finite goal? Neil: we are limited by the grants we get Soren: What is our leadership role? Should the municipality do more? Dave: Can we do feedback or a grant writing session? Soren: Can we do an informational meeting? Do we draw ideas from other communities? Perhaps we can find out what other foundations in the Sea-to-Sky are doing? How do they generate them? What are their top three ideas? Holly: Would do a session where we speak with people who have an idea and coach them towards something that we would fund. Can have a plan to follow up with an idea? Henry: Perhaps we contact the charities to see what ideas they would be interested in partnering with. This helps the individuals know who they can work with. Soren: We have applied to be a direct grantor with CRA but we do not have final approval yet. This is in relation to HH. Larry: Returning to longer-term strategic plan.</p>	<p>Action #2018-10</p> <p>Each Committee to report on periodic progress of completing the outstanding items from the Strategic Session. Most items apply to Donor Committee, which will meet upon completion of this grants cycle.</p> <p style="color: red;">All Committees</p> <p>Action #2018-11</p> <p>Complete 'clean up' (dating and revisions where necessary of existing policies).</p> <p style="color: red;">Governance Committee</p>
4	Communications Committee	<p>Holly: There is a memo attached. CC has had one meeting. Objectives: 1. Stronger connections w/ current donors. Wider connection to charitable sector, including co-submitting. Trying to reach out to individual members.</p>	<p>Action #2018-12</p> <p>Communications Committee recommendations</p>

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		<p>Goals: Increase newsletters. Consistent brand association. Increased interactions on social media. Formalizing monthly donor program. Promoting this is key. Installation of plaques at locations of grants. Overall brand analysis and follow up. Audience: all people who live on Bowen Island. Lots of opportunities for small donors. Holly and Sheree are re-skinning the website as we speak. Redesign of materials and message. Could highlight Helping Hand and scholarships. Can we tap into ambassadors?</p> <p>Soren: Perhaps previous directors as well? Can we get new ambassador posters?</p> <p>Holly: Articles in undercurrent and social media. Need to establish image archive (hi res version). Progress photos of grants? Can all directors “like” the BICF page? Can we ask friends to “like” a page? Brand identity: can we delve into this? What does the BICF sound/smell/taste like etc.? Like to see where we are going by including metrics.</p> <p><i>Report attached.</i></p>	<p>approved, to commence work on Spring newsletter incorporating Grants and AGM.</p> <p>Communications Committee</p>
5	Administrator's Report	<p>Soren: Presents Julia's coloured coded Action Plan, review of Strategic Planning session items to respective Committees. All is well, save for her health.</p> <p><i>Report attached.</i></p>	
6	Grants Committee	<p>Grant Applications 2018:</p> <p>Neil: Had fewer applications and some were things we might not want to fund. They were staffing requests or professional fees for reports.</p> <p>Soren: Trails fund is not being used. There is a lot of funding available for this. Can someone on grants committee call Sue Ellen to see where they are at?</p> <p>Dave: New deadline is March 14. Distributed a timeline for approval. There may be another board meeting, possible electronic means.</p> <p>Extension necessary.</p> <p>Review of applications to date and discussion regarding applicability to Vital Conversations</p> <p>Is there sufficient clarity between BICF and KKN Grants and their criteria?</p> <p>Scholarship process/timing.</p>	<p>Action #2018-13</p> <p>Contact Sue Ellen Fast re: trails fund status</p> <p>Grants Committee</p> <p>Discussions now in progress.</p> <p>Soren</p>
7	Chair's Report	<p>On vacation! Chair transition items to Dave in process</p> <p>Soren: Possibility of working with legacy donors in the future in going forward with the foundation. Possibly hosting something at his house on a Saturday in September (taking wine fest into account).</p>	

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	Next meetings	Board Meeting: Tuesday March 27 th 7:00 p.m. Board Meeting: Tuesday April 24 th 7:00 p.m. Annual Meeting: May 4 th 7:00 p.m. at CHC Board Meeting: May 22 nd 7:00 p.m.	
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BOWEN ISLAND
COMMUNITY
FOUNDATION

DATE: February 27, 2018
TO: Board of Directors, BICF
FROM: Holly Graff, Chair, Communications Committee
RE: **2018 Communications Plan**

Objectives: (what we want to accomplish with our communications)

- Stronger connections with our current donors and prospects, leading to more participation, increased donations, and advocacy.
- Wider connection to the charitable sector in general on Bowen, leading to increased collaboration and support. Including co-submitting Grant applications.
- Better general knowledge by the everyday citizen about what the BICF does, to engender a sense that we are “their” foundation. Give a sense of belonging.

Goals: (ways in which those objectives can be accomplished)

- Increased Newsletters from BICF
- Consistent recognizable brand association
- Increased interactions on Social Media platforms
- Formalizing the Monthly Donor Program
- Installation of BICF plaques at sites where Grants were given (see Garden Gateway)
- Donor development program & resources
- Overall Brand analysis (no change to logo!) and follow up

Audience:

- All members of the Bowen Island community.
- Being sure to speak to the large donors as well as being inclusive to the small donors.

Tools & Timetable:

- **Website**
 - Reskinning by end of *May*
 - Redesign by end of *September*
- **Newsletters**
 - Increase from one to two smaller issues per year
 - *May* issue to recount stories from previous year, stories related to the Grants, and feature a Grant recipient in detail

- Nov issue to focus on the launch of the Giving Campaign and Wine Festival, with personal stories to put a human face on the donations we are soliciting (possibly highlight Helping Hand & Scholarships)
- **Ambassadors**
 - Establish a channel of communication with our Ambassadors to ensure their inclusion in and knowledge of BICF work (include previous Directors in this channel)
 - Produce new Ambassador Posters
- **Articles** (to go in the Undercurrent & synopsis on Social Media)
 - Author rotations from within the Communications Committee with one Editor, and other committee members HIAWTDO (hill I am willing to die on) vote
- **Images** (to be used on Website & in Newsletters, Articles & Social Media)
 - Establish a repository of high-res images of the progress on all Grant projects. Ask that Grant recipients send images along with their updates.
- **Social Media**
 - Ask that each Board Member “like” the FB page, and the LinkedIn page.
 - Ask that each Board Member “invite” their friends to “like” the FB page.
- **Brand Identity**
 - Set a timetable for the end of the year to delve into this initiative, for 2019 rollout

Remembering that all communications are tied to the ultimate goal of fundraising. Using stories to support all of our (fundraising & granting) efforts. Releasing good news as it happens.

Evaluation:

- Increased subscription to our newsletters
- Increased interactions on Social Media platforms
- Target (tbd) reached for enlistment in the Monthly Donor Program
- Visible public profile of the BICF at Grant sites around Bowen
- (Suggested) 90% retention rate of all current donors
- Increase new donors by (suggested) 15%
- Investment in channels that have the strongest return on investment.



Administrator's Report – February 25, 2018

(for period Jan19 – Feb25/18)

Donor Relations and Events

- Vital Conversations Release coordination (Jan20)
- MailChimp blasts to VC scribes, facilitators and participants
- announcements of Grants

Administrative

- executive and board meetings and minutes
- minutes of board meeting
- organize and scan policies, fund agreements
- website updates to board page – upload all minutes, financials and policies and create new funds pages for Foxglove and FCU funds, grants deadline extension
- mail processing, bank deposits

Summary of hours from 2nd year contract start July 1, 2018

Month	Worked	Paid	Monthly Volunteer	Volunteer to Date
July	74	50	24	24
August (to Aug 28)	49.5	38 (week off)	11.5	35.5
September	103.50	50	53.50	89
Reimbursement of excess volunteer hours				-80 9
October	77	50	27	36
November	62.50	50	12.5	48.5
December	40	50	-10	38.5 (21 hrs Wine Festival, 10 hrs Vital Conversations, 7.5 Giving Campaign)
January 2018	62.00	50	12	50.5
February (to Feb25)	26	38 (week off)	-12	38.5